

L Number	Hits	Search Text	DB	Time stamp
1	0	roy ADJ morgan ADJ research	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/11/01 12:29
2	84	rennie-g\$.in.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/11/01 12:29
3	3	rennie-g\$.in. and (frequency and media)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/11/01 12:32
4	388	morgan-g\$.in.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/11/01 12:32
5	214	grant-p\$.in.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/11/01 12:32
6	6	morgan-g\$.in. and grant-p\$.in.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/11/01 12:34
7	20697	reach SAME (frequency or frequencies)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/11/01 12:34
8	278	(reach SAME (frequency or frequencies)) SAME (publication\$2 or ad or advertis\$6 or commercial or commercials or magazine\$2)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/11/01 12:35
9	33	((reach SAME (frequency or frequencies)) SAME (publication\$2 or ad or advertis\$6 or commercial or commercials or magazine\$2)) AND (two NEAR2 (time or times or period or periods))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2004/11/01 12:35

Best Available Copy

Dialog  
11/1/04

Your SELECT statement is:  
s roy(2n)morgan and asteroid

Items	File
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1	13: BAMP_2004/Oct W3
1	15: ABI/Inform(R)_1971-2004/Nov 01
1	20: Dialog Global Reporter_1997-2004/Nov 01
Examined 50 files	
1	116: Brands & Their Companies_2004/Sep
1	120: U.S. Copyrights_1978-2004/Oct 26
Examined 100 files	
1	148: Gale Group Trade & Industry DB_1976-2004/Oct 15
Examined 150 files	
1	226: TRADEMARKSCAN(R) -US Fed_OG 041026/AP 041028
Examined 200 files	
1	349: PCT FULLTEXT_1979-2002/UB=20041028,UT=20041021
Examined 250 files	
2	416: DIALOG COMPANY NAME FINDER(TM)_2004/Aug
Examined 300 files	
1	484: Periodical Abs Plustext_1986-2004/Oct W4
1	515: Dun`s Elec. Bus. Dir.(TM)_2004/Aug
1	516: D & B - Duns Market Identifiers_2004/Aug
Examined 350 files	
Examined 400 files	
Examined 450 files	
Examined 500 files	
1	753: IBISWorld Market Research_2000-2004/Sep W2
Examined 550 files	
1	994: NewsRoom 2001

14 files have one or more items; file list includes 562 files.

Set	Items	Description
S1	15	ROY(2N)MORGAN AND ASTEROID
S2	13	RD (unique items)
S3	9	S2 NOT PY>2000 <i>-kurtz</i>
File 13:	BAMP 2004/Oct W3	
	(c) 2004	The Gale Group
File 15:	ABI/Inform(R) 1971-2004/Nov 01	
	(c) 2004	ProQuest Info&Learning
File 20:	Dialog Global Reporter 1997-2004/Nov 01	
	(c) 2004	The Dialog Corp.
File 116:	Brands & Their Companies 2004/Sep	
	(c) 2004	Gale Research Inc.
File 120:	U.S. Copyrights 1978-2004/Oct 26	
	(c) format only 2004	The Dialog Corp.
File 148:	Gale Group Trade & Industry DB 1976-2004/Oct 15	
	(c) 2004	The Gale Group
File 226:	TRADEMARKSCAN(R)-US Fed OG 041026/AP 041028	
	(c) 2004	Thomson & Thomson
File 349:	PCT FULLTEXT 1979-2002/UB=20041028,UT=20041021	
	(c) 2004	WIPO/Univentio
File 416:	DIALOG COMPANY NAME FINDER(TM) 2004/Aug	
	(c) 2004	Dialog Info.Svcs.
File 484:	Periodical Abs Plustext 1986-2004/Oct W4	
	(c) 2004	ProQuest
File 515:	Dun's Elec. Bus. Dir.(TM) 2004/Aug	
	(Copr. 2003	D&B)
File 516:	D & B - Duns Market Identifiers 2004/Aug	
	(Copr. 2004	D&B)
File 753:	IBISWorld Market Research 2000-2004/Sep W2	
	(c) 2004	IBIS Bus Info Ltd
File 994:	NewsRoom 2001	
	(c) 2004	The Dialog Corporation

3/3,K/5 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00227307

**REACH AND FREQUENCY ESTIMATION FOR MEDIA**

**ESTIMATION DE L'ETENDUE ET DE LA FREQUENCE DE CONTACT POUR LES MEDIAS**

Patent Applicant/Assignee:

THE ROY MORGAN RESEARCH CENTRE PTY LTD,  
RENNIE George C,  
GRANT Peter

Inventor(s):

RENNIE George C,  
GRANT Peter,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9301554 A1 19930121

Application: WO 92AU286 19920616 (PCT/WO AU9200286)

Priority Application: AU 917023 19910702; AU 919175 19911029

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AT AU BB BG BR CA CH CS DE DK ES FI GB HU JP KP KR LK LU MG MN MW NL NO  
PL RO RU SD SE US AT BE CH DE DK ES FR GB GR IT LU MC NL SE BF BJ CF CG  
CI CM GA GN ML MR SN TD TG

Publication Language: English

Fulltext Word Count: 11712

Patent Applicant/Assignee:

THE ROY MORGAN RESEARCH CENTRE PTY LTD...

Fulltext Availability:

Claims

Claim

... suite of

programmes is commercially available from the applicant company and sold under the name **ASTEROID**, Figure 2 shows, in block diagram form, personal computer-based elements which can be utilized...time corrections are made automatically requiring no intervention by the user.

The main executable program **ASTEROID**.EXE performs the main analysis function required with survey data, that being two-way tabulations...F 1 2 2 0

Once all the input-data have been specified,, the program **ASTEROID**.EXE is able to estimate the OTS distribution, reach and average frequency for each schedule...above when guided by the

5 flow diagram of Figure 1. In the alternative, the

**ASTEROID** code may be obtained from the applicant company,

The steps of Figure 1 are well...

3/3,K/3 (Item 1 from file: 120)

DIALOG(R)File 120:U.S. Copyrights

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10399463

**ASTEROID**

APPLICATION TITLE: ASTEROIDS

CLASS: TX (Textual Works); unpublished

LC RETRIEVAL CODE: C (Machine-readable works)

STATUS: Registered 98059

REGISTRATION NUMBER: TXu533742

DATE REGISTERED: November 25, 1991 (19911125)

**ASTEROID**

Your SELECT statement is:

s (casualness and recency and (frequency or frequencies and magazine?  
?))

Items	File
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Examined 50 files	
Examined 100 files	
Examined 150 files	
Examined 200 files	
1	340: CLAIMS(R)/US Patent_1950-04/Oct 28
Examined 250 files	
Examined 300 files	
Examined 350 files	
Examined 400 files	
1	654: US Pat.Full._1976-2004/Oct 28
Examined 450 files	
Examined 500 files	
Examined 550 files	

2 files have one or more items; file list includes 562 files.

. \* Your SELECT statement is:  
s (casualness and recency and (frequency or frequencies))

Items	File
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Examined 50 files	
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1	654: US Pat.Full._1976-2004/Oct 28
Examined 450 files	
Examined 500 files	
Examined 550 files	

2 files have one or more items; file list includes 562 files.



[ASTEROID](#) | [Updates to ASTEROID](#) | [Asteroid Demonstration](#)  
[ASTEROIDSearch Demonstration](#) | [FAQ](#) | [Features](#) | [User Feedback](#) | [Support](#) | [What's New](#)

## What's new

ASTEROID 2002 (September, 2002) contains a number of new features.

### Grid View and Excel compatibility enhancements

Customize ASTEROID outputs to match corporate standards and/or personal preferences.

Excel look and feel.

- Grid view can be set as default
- Control data display in Grid view outputs
  - What data to be displayed
    - Sample size / Projected population
    - Vertical / Horizontal / Layer percentages plus Index score
  - Appearance of the data
    - Font – size and typeface
    - Number display
    - Text alignment
    - Borders and Patterns
  - Save formats as Templates - Default or Table specific
- Layers displayed as Tabs in Grid view
- Create and Save templates for Graph outputs
- Exchange Grid view and Graph outputs with other applications
  - Save Grid view output as Excel (preserves all formatting)
  - Create HTML page of Grid view output
  - Save picture from Graph outputs (JPEG, WMF or BMP)

### Report Folder

Save common ASTEROID tasks in report folders to simplify management and recall.

Report Folder.

- Manage ASTEROID tasks into "folders"
- Save a "Report Folder" containing several tasks for later recall
- Any ASTEROID task (Tabulation/Profiler/AID/Media Schedule) may be saved
- Specify primary task output (Report/Grid view/Graph view)
- Linked Grid and Graph templates allow reproduction of Grid view and Graph output
- Re-run any saved task to re-produce the previous output (including formatting)
- Re-run tasks on a different (compatible) database for tracking or comparative studies
- Re-run tasks on the new version of the Single Source database
- Activate and work with any task in the ASTEROID dialogs
- Manage properties of tasks saved in folder:
  - Task name
  - View type (Report/Grid/Graph)
  - Database restriction (lock a task to a specific database)
  - Grid template
  - Graph template, chart type, number type, include total column
  - Power users may edit the ASTEROID task specification (SPC)



- Re-Order the sequence of tasks in the "folder" / Delete tasks.

### Enhanced Navigation (Explorer style dictionary)

Windows Explorer look and feel.

- Drag & Drop functionality when
  - selecting variable and group items
  - re-ordering selected items
- Improved Find functionality
  - Able to search Globally within Variables or Groups
  - Last search result preserved
  - All searches saved for future use
  - Available across all sessions for the same database
  - Context Menu (Right Mouse click)
  - Operates differently within the Variable, Group and Selection screens
  - Bookmark function
    - Create a bookmark for commonly selected variables
    - Select variables from the bookmark list
    - Always available – unless deleted
    - Available across all sessions for the same database
  - Trace-back function
    - Minimises search through data menu
    - Opens the data menu to the variable containing the selection
    - Ideal when wanting to change selection within the same variable
  - Properties provide
    - Question text definition (if available)
    - Technical variable definition (for power users)
  - Filters
    - Able to select AND/OR/NOT while highlighting a group
- Group items selected are greyed-out
  - Minimises errors in selection
- Context Sensitive Help

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